

ORDER



KSNV

Orders	Order / Rev:	107632
	Alt Order #:	06862161
	Product Desc:	NRSC/HELLER
	Estimate:	
	Flight Dates:	10/10/12 - 10/16/12
	Original Date / Rev:	10/15/12 / 10/15/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Strategic Media Services, Inc.
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRSC/ Heller for Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	48	\$36,525.00	\$31,046.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,525.00	\$31,046.25	0.00
Totals	48	\$36,525.00	\$31,046.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$36,525.00
Market	100%	\$140,480.77

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,144.23
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,096.15
KTUD	1%	\$1,404.81
KVVU	18%	\$25,286.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,024.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners	GM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 10/08/12</div> <div>10/14/12</div> <div>---TF--</div> <div>2</div> <div>\$450.00</div> <div>0.00</div> </div>															

Order / Rev: 107632
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 Flight Dates: 10/10/12 - 10/16/12

Advertiser: NRSC/ Heller for Senate
 Product Desc: NRSC/HELLER
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
3	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$600.00		0.00						
4	KSNV	10/11/12	10/12/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$600.00		0.00						
5	KSNV	10/12/12	10/12/12	Noon News Noon News	CM	12-1230pm	----F--	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$275.00		0.00						
6	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$275.00		0.00						
7	KSNV	10/16/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		0.00						
8	KSNV	10/11/12	10/11/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
9	KSNV	10/11/12	10/11/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.00	2	0.00	NM	1	\$225.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$225.00		0.00						
10	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$225.00		0.00						
12	KSNV	10/11/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$300.00		0.00						
13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	----F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$450.00		0.00						
14	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					2	\$450.00		0.00			
15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$450.00		0.00			
16	KSNV	10/12/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	----F--	:30	1	\$900.00	2	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	----F--					1	\$900.00		0.00			
17	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MT-----					2	\$900.00		0.00			
18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p /	SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$750.00		0.00			
19	KSNV	10/11/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$750.00		0.00			
20	KSNV	10/10/12	10/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----					1	\$750.00		0.00			
21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p /	SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$750.00		0.00			
23	KSNV	10/10/12	10/10/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----					1	\$450.00		0.00			
24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$775.00		0.00			
25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----					1	\$775.00		0.00			
26	KSNV	10/16/12	10/16/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-T-----					1	\$2,400.00		0.00			
27	KSNV	10/15/12	10/15/12		CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon PR 8-10p											
				Monday Prime 8-10pm											
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12	M-----						1	\$2,400.00		0.00			
28	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----SS						2	\$750.00		0.00			
29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S-						1	\$225.00		0.00			
30	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S-						1	\$325.00		0.00			
31	KSNV	10/13/12	10/13/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				News 3 Today - SAT											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S-						1	\$300.00		0.00			
32	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S-						1	\$450.00		0.00			
33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				WKND Jeop/Wheel											
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S-						1	\$375.00		0.00			
34	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Saturday Night Live											
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S-						1	\$750.00		0.00			
35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUND	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S						1	\$225.00		0.00			
37	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
				Meet the Press											
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S						1	\$1,900.00		0.00			
38	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S						1	\$250.00		0.00			
39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				Chris Matthews SUN 9:30am											
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S						1	\$375.00		0.00			
40	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00

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KSNV

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				NFL Football											
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$8,000.00		0.00				
41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORT NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$200.00		0.00				
N42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1			\$725.00		0.00				
													Totals	48	\$36,525.00